



University of the
 West of England

PROGRAMME SPECIFICATION

Section 1: Basic Data

Awarding institution/body	UWE
Teaching institution	UWE
Delivery Location(s)	Frenchay (2011-2012 only St Matthias)
Faculty responsible for programme	CAHE
Modular Scheme title	BA (Hons) Journalism
Professional Statutory or Regulatory Body Links (type and dates)	N/A N/A
Highest award title	BA (Hons) Journalism
Default award title	
Interim award titles	Diploma in HE – Journalism, Certificate in HE – Journalism, BA Journalism
UWE progression route	N/A
Mode(s) of delivery	
Codes	
UCAS code P500	JACS code
ISIS code P50A	HESA code
Relevant QAA subject benchmark statements	Communications, Media, Journalism and Cultural Studies
On-going/valid until* (*delete as appropriate/insert end date)	N/A
Valid from (insert date if appropriate)	Sept 2011
Original Validation Date:	June 2011
Latest Committee ApprovalCAC	Date:....8 July 2011
Version Code 1	

Section 2: Educational aims of the programme

Overall Aim

The overall aim is to enable students to develop skills, knowledge and understanding in digital journalism across all multi-media platforms, alongside an understanding of the local and global political, economic and media contexts in which journalists work. Its utility to students will stem from a fully immersed engagement with digital production technologies combined with writing and production skills ensuring graduates of this programme are employable across a range of communication industries in the public and private sector.

Specific Aims

- To enable students to develop skills, knowledge and understanding in digital journalism across print, screen and internet platforms reflecting its converged, multiplatform delivery.
- To establish a critical approach to both the practice and study of journalism.
- To understand and reflect upon a broad range of conventional and emergent journalistic forms in national, regional and international contexts.
- To provide knowledge of cultural and media forms and processes and an understanding of their role within a range of cultural contexts
- To develop students' ability to undertake independent and innovative research into journalism in relation to the processes of news production, distribution, reception and consumption within a sustainable context.
- To equip students with practical journalistic production skills including a knowledge of writing, subbing or reversioning copy for different news organisations, audiences, platforms and purposes.
- To enable students to inform their journalism practice with a critical understanding of standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.
- To develop students' understanding of the political economy and organisation of journalistic practice and news operations within the broader context of the media industries.
- To understand and reflect upon journalistic cultures around the world and how they relate to social, political and economic institutions.
- To develop students' ability to pursue complex tasks in an independent and self disciplined manner.
- To prepare students for future careers which require a high level of analytical and communication skills.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

A Knowledge and understanding

Learning outcomes

Teaching, Learning and Assessment Strategies

A Knowledge and understanding of:

1. conceptual frameworks employed in the study of journalism in an interactive digital media sphere.
2. the importance of historical and national contexts in the study of journalism and the relationships between media, culture and technology and their connections to social and global power, citizenship and democracy.
3. approaches and methodologies for analysing and interpreting genres of news and media discourses in relation to their production, reception and consumption;

Teaching/learning methods and strategies:

Acquisition of understanding 1 and 2 has a primary focus in the lectures and seminars of the core module 'Journalism Foundations' and 'Foundations in Media and Cultural Studies'.

Additional support is provided through the core modules Visual Journalism, Journalism and Public Communication and Media Ethics and Law. These conceptual frameworks are reinforced and tested in the optional Dissertation module at level three.

Acquisition of understanding 3 is achieved through studying the core modules Visual Journalism, Journalism and Public

<p>4. the evaluation and use of theoretical and interpretative frameworks in rigorous, systematic and imaginative ways;</p> <p>5. Knowledge and understanding of related work environments including entrepreneurial and freelance skills.</p> <p>6. Multimedia forms of news writing and production within an exploratory and critical framework.</p> <p>7. a thorough knowledge and ability to operate within the context both of the British, European legal and international legal regimes as this affects newsgathering and publication, and of contemporary ethical and regulatory constraints conditioning the performance of journalism including a knowledge of the international and legal constraints within which journalism is practiced</p> <p>8. recognition of international media accountability systems and their role in the relationship between state, citizen and journalist.</p> <p>9. an understanding of how different social systems underpinning the production and consumption of media work to promote or inhibit the wider goals of sustainability.</p> <p>.</p>	<p>Communication and Dissertation.</p> <p>Additional support is provided through the optional Dissertation and Science Communication Modules.</p> <p>Acquisition of understanding 4 has a primary focus in the lectures and seminars of the core module 'Journalism and Public Communication.'</p> <p>The acquisition of understanding 5 and 6 is more widely encouraged and developed throughout the programme. It is a primary focus of Level 3 work. Throughout, the learner is encouraged to undertake further independent reading to supplement and consolidate what is being taught/learnt, and to broaden their individual knowledge and understanding of the subject.</p> <p>The acquisition of understanding 5 will be developed throughout the degree with particular emphasis placed at level three through Journalism Futures and Work Placement and Experience.</p> <p>The acquisition of understanding 6 will be through 'Introduction to Journalism', 'Introduction to Digital Media', 'Visual Journalism', 'Web Media', 'Work Placement and Experience' and 'Journalism Production Project' These modules encourage students to critically evaluate their own work.</p> <p>The acquisition of understanding 7 and 8 will be through compulsory modules 'Introduction to Journalism', 'Media, Ethics and Law' and 'Journalism Futures'.</p> <p>The acquisition of understandings 9 will be throughout the programme</p> <p>Additional support is provided through regular industry guest speaker series, formal work placement relationships with the region's journalism and media industries and employability seminars for all years.</p> <p>Assessment: Assessment is primarily through course work, which takes the form of written seminar papers, essays, items of journalistic writing and production projects. Other elements may include seminar presentations and written examinations under controlled conditions. Throughout, the learner is encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject</p>
---	---

B Intellectual Skills

<p>B Intellectual Skills</p> <ol style="list-style-type: none">1. read academic and other complex texts closely and critically;2. analyse genres of news discourse with rigour and insight;3. construct coherent and defensible arguments;4. present complex ideas with clarity in writing, verbally, diagrammatically and by using other media;5. manage and control diverse and complex discursive and numerical material ie: locate, select, synthesise, précis and evaluate.6. identify key questions, issues and debates central to the profession and to undertake analyses of their implications in Journalism.7. demonstrate a level of conceptual understanding that will allow students to8. critically evaluate and reflect upon and assess their own work	<p>Teaching/learning methods and strategies:</p> <p>Intellectual skills are developed as an integral part of the leaning and teaching strategies outlined in Section A above.</p> <p>Assessment:</p> <p>A variety of assessment methods are employed. Those centred upon writing and the production of journalistic portfolios test all of these skills. In addition, students' seminar presentations test skills 4 and 5.</p>
---	--

C Subject, Professional and Practical Skills

<p>C Subject/Professional/Practical Skills - <i>able to: ...</i></p> <ol style="list-style-type: none"> 1. write and produce journalistic pieces in a range of genres (such as news story, feature, opinion column, editorial leader, sports report, investigation) across print, visual and online media. 2. Develop entry-level skills in journalism production across all media. 3. conduct interviews with a range of sources 4. acquire knowledge of the full range of regulatory codes governing best professional practice in journalism 5 reflect critically on their journalistic practice through direct engagement with diverse ethical/political and ideological dimensions of their work. 6. strengthen their employment prospects through in depth knowledge of multimedia skills 7. become active learners through researching information from multiple sources and developing their abilities in enquiry and problem based learning. 8. become reflective learners through assessments designed to self-critique and peer-critique work. 8. integrate their practical skills with a critical understanding and flexibility of thought to enable adaptation to change across a student's lifetime. <p><u>Specific Communication skills</u></p> <p>Writing</p> <ul style="list-style-type: none"> • with clarity • to a brief in different styles (depending on audience) • copy-editing and proof reading • editing, sub-editing and proof-reading <p>Interviewing techniques (developing curiosity, competitiveness, social interaction) Cold-calling Blogging, tweeting and social networking Presentation (compulsory across both year one modules) Research skills (academic and journalistic Analytical Criticism</p> <p><u>Specific Technical skills</u></p> <p>Enhanced desktop publishing skills Multimedia software packages for editing, graphics and web media Lighting, sound recording, camera operation Data management and visualisation Ability to filter key information from complex reports Basic understanding of statistical analysis, data synthesis</p>	<p>Teaching/learning methods and strategies</p> <p>Core competences in selection, editing and manipulation of information are extremely valuable in the new knowledge-based economy Journalism Students are encouraged to identify the core transferable skills they've learned over the three years to help prepare their CVs.</p> <p>These skills are acquired accumulatively through seminar discussion, tutorial guidance, workshops and feedback on assignments given to students across their programme of study. The acquisition of these skills will form the basis of Introduction To Journalism (level 1) and be elaborated primarily in Visual Journalism (level 2) and in Journalism Production Project and Work Placement (Level 3)</p> <p>The Graduate development programme is embedded within key modules across all three levels. At Level One the focus is on study skills, so particular sessions on researching, referencing and other academic writing and presenting skills will be timed to link to particular assignments. At levels 2 and 3 the focus is still on embedded sessions linked to developing academic skills although these sessions are combined with sessions focussing on employability skills. At level 2, students receive advice and guidance on volunteering in order to gain key skills and experiences and relevant work experience. At Level three, there are sessions specifically aimed at 'life after uni' - such sessions typically include CV workshops, presentation skills and workshops on identifying key skills and attributes, often run with both academic tutors and careers advisers.</p> <p>Students are encouraged to take work placements from the start of the programme. These are offered formally through the BBC as part of our partnership arrangement where we staff a news desk in the <i>Points West</i> News Room and also through the Bristol Evening Post who offer our students 15 weeks of placements annually. In addition we use our own staff network to assist student placements across PR, third sector and local government. We also strongly encourage students to take the level three Work Placement and Enterprise modules to help enhance their subject and professional skills.</p> <p>Assessment: These skills are primarily assessed through the preparation of coursework.</p>
---	---

D Transferable Skills and other attributes

<p>D Transferable skills and other attributes</p> <p>Students should be able to:</p> <ol style="list-style-type: none"> 1. communicate effectively in writing and verbally; 2. engage in local and global issues both as citizens and apprentice professionals through their study and practice of journalism and so increase their intercultural awareness. 2. engage with significant ethical issues raised by the changing nature of contemporary journalism such as privacy, intellectual property, freedom of speech, the politics of media ownership in national, regional and international contexts etc. 3. work independently on complex tasks; 4. organise and self-direct substantial projects; 5. access and evaluate bodies of information from diverse sources; 6. To develop students' information literacy and numeracy skills 6. manage time and work effectively within given limits; 7. use appropriate information technology effectively for research, presentation, and journalistic production; 8. work as a supportive member of a team or group. 9. demonstrate self reflexivity in their own work and that of others <p><u>Specific Life Skills</u> Self-confidence Self-expression Self-criticism Networking - within industry/community Pitching ideas Project management – work individually and within teams Co-operation Time management Criticality Analytical skills Awareness of cultural diversity in global context</p>	<p>Teaching/learning methods and strategies</p> <p>These transferable skills and attributes are developed as an integral part of the learning and teaching strategies outlined in Section A above.</p> <p>UWE's GDP programme and our Work Placement Schemes outlined fully in section C also contribute to the acquisition of these transferable skills.</p> <p>Assessment: The assessment of the acquisition and use of these skills is entailed across the range of assessment methods used.</p>
---	---

Section 4: Programme structure

Use next page to provide a structural chart of the programme showing:

- *Level and credit requirements*
- *Interim award requirements*
 - *Module diet, including compulsory/core/optional modules*

ENTRY
 ↓

level 1	<p>Compulsory modules</p> <ul style="list-style-type: none"> • UACAAV-30-1 Journalism Foundation Part One • UACAAW-30-1 Journalism Foundation Part Two • UACPAD-30-1 Introduction to Digital Media • UACPRW-30-1 Media and Cultural Studies Foundation 	<p>Optional modules</p> <p>There are no optional modules at this stage of the award</p>	<p>Interim Awards: Credit requirements 120 – Certificate in Higher Education</p>
	<p>Compulsory modules</p> <ul style="list-style-type: none"> • UACAAX-40-2 Web Media • UACAAY-20-2 Journalism and Public Communication • UACAB3-40-2 Visual Journalism • UACAB4-20-2 Media Ethics and Law 	<p>Optional modules</p> <p>There are no optional modules at this stage of the award</p>	<p>Interim Awards: Credit requirements 240 – Diploma in Higher Education</p>
Year out	<p><i>Use this space to describe optional/compulsory year abroad/placement/clinical placement</i></p>		

level 3	<p>Compulsory modules</p> <ul style="list-style-type: none"> • UACA98-20-3 Journalism Futures 	<p>Optional modules</p> <ul style="list-style-type: none"> • UACA9A-20-3 Work Placement And Experience • UACAB5-20-3 Science Journalism • UACXXX-20-3 Media Activism (• UACXXX-20-3 Sport, Journalism and the Media • UA1AGY-20-3 Enterprise for Creative Practice <p>(Students will select between 20 and 60 credits from options above)</p>	<p>Prerequisite requirements</p> <p>Minimum credit/module requirements - 240</p>
	<p>Core modules</p> <ul style="list-style-type: none"> • UACA97-40-3 Journalism Production Project <p>And/or</p> <ul style="list-style-type: none"> • UACA99-40-3 Journalism Dissertation 		<p>Awards:</p> <p>Target/highest: BA(Hons) Default title: BA</p> <p>Credit requirements</p> <p>BA (Hons) – 360 BA - 300</p>

→ GRADUATION

Section 5: Entry requirements

Candidates must be able to satisfy the general admissions requirements of the University of the West of England with specific requirements as detailed below:

A & AS Levels

Tariff on entry is a minimum 320 tariff points. English minimum Grade B GCSE.

BTEC – Minimum of DDM (320 UCAS Tariff points)

Irish Highers – A minimum of 320 UCAS Tariff points from at least 3 Irish Highers at grade C3 or above

Access Courses – Achievement of the Access to HE Diploma; achievement of level 2 credits in English Language.

Baccalaureate – European : Minimum Overall average of 76%.

International Baccalaureate: Minimum of 27 points (326 UCAS Tariff points)

Section 6: Assessment Regulations

A: Approved to University Academic Regulations and Procedures

B: Approved variant to University Academic Regulations and Procedures (insert title of variant) N/A

Section 7: Student learning: distinctive features and support

7.1 Curriculum Design Content and Organisation

The course benefits from inclusive, flexible and accessible curricula, learning spaces and resources that enable learning on campus, placement and work-based settings. It employs specialist AV and IT resources and technical support. ~~In 2012, the course moves to purpose-built accommodation at the University's main campus in Frenchay, where it will benefit from new high-spec facilities, including a TV studio, high-definition edit suites and a dubbing theatre.~~ This ~~will properly~~ enables the teaching of journalism production across multi-platforms while equipping students with professional craft skills. All modules offer a range of learning and teaching methods, including practical workshops, lectures, seminars, and individual tutorials. The course also encourages a high degree of independent learning and research.

Students are involved in journalism practice and research events including weekly screenings, socials and other external industry facing events organised by the Journalism staff such as award-specific career workshops.

In addition, the aim is to set up partnership arrangements to allow our students study abroad or work experience opportunities in other countries and to attract a mix of nationalities to enrol in the UK. The excellent reputation of media education in this country should enable this to happen if the Faculty is able to offer the necessary support.

7.2 Teaching, Learning and Assessment

Students benefit from a period of intellectual and professional orientation at outset of programme including industry-specific journalism field trips alongside a detailed and tailored library induction. In addition, students are given instruction and support in the use of internet and other online resources.

There is a dedicated award website, and module tutors will make extensive use of MyUWE and MediaCult sites to support teaching along with detailed student handbooks that accompany each module. There are also dedicated office hours for all teaching staff alongside a student email system allowing staff-student contact in between taught sessions.

Formative feedback is incorporated into every module on this award and is part of our formal assessment strategy. For example, in Journalism Foundations 1 and 2 students are producing written journalism from day one and each week thereafter. This copy is subbed on a weekly basis as part of their workshop engagement. Journalism Futures (level 3) schedules tutorials from week 8 where essay outlines are reviewed providing explicit guidance for student's final essay. In Journalism Production Project and Visual Journalism students pitch their ideas which are assessed and developed iteratively through the workshops,

7.3 Learning Resources

Students benefit from an enriched taught curriculum through high level research and engaged knowledge exchange undertaken by the staff teaching on the programme. In addition, they are taught by an experienced, international staff of practising journalists.

Geographically students will benefit from learning in the centre of the South West's news and communication industries.

The course also has strong links with the MediaWise Trust, an independent charity with an international reputation for its work on journalism ethics, training, consultancy and research. Its comprehensive library is also at the student's disposal. In addition, it benefits from work placement and knowledge exchange links with Bristol's local and regional media including the Bristol Evening Post (Northcliffe), BBC Bristol Television, BBC Bristol Radio and the wider creative industries.

7.4 Student Support and Guidance

Student support is provided by academic staff, (module leaders, programme managers) for all issues relating to content, delivery and assessment of modules. In addition, the Department of Screen Media and Journalism uses year tutors to further support and track student progression from year to year. This enhances the student experience through the creation of a programme with a strong cohort identity and close links with the faculty staff.

We also have year tutors in place for this award. Their role is to support students from induction to the end of the year. They arrange induction activities, monitor progress, deal with student's special circumstances and chase non-attenders.

This complements the work of student advisors who provide timely, accurate and confidential advice where necessary on all aspects of the student experience, for example coursework and examination arrangements, extenuating circumstances as well as personal issues such as problems with studying or meeting deadlines, financial matters etc, including, when relevant, how to access the wider support provided by the university. Staff-student liaison groups also work to ensure the timely collection of and response to student feedback alongside the use of module feedback forms.

All students have a formal induction to the programme and its resources to help them adjust to the social, cultural and academic life at the university. An electronic student award handbook also provides a useful point of reference for students throughout their three years.

In addition there are a range of central services offered to students including the career service, counselling service, IT support, student accommodation, services for students with disability, sports facilities, student union services, Chaplaincy and the Centre for Performing Arts.

Section 8 Reference points/benchmarks

- *Subject benchmarks* Curriculum content, development and progression and teaching and learning approaches within this programme are in line with QAA subject benchmark recommendations. These include the breadth and depth of knowledge being offered, the coherence of the programme's structure, and the use of a wide range of teaching and learning models and assessment practices.
- *University teaching and learning policies:* A full description of the regulations and policies governing student learning and teaching can be found at <http://acreg.uwe.ac.uk/>
- *Staff research projects:* All members of the Journalism team are engaged in research and have a wide range of published work that informs the academic content of this programme.
- *Employer interaction/feedback:* Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial and non-commercial organisations within the field of journalism. We have also drawn on advice from our industry contacts in the development of this programme.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Academic Registrar.